



The Bulletin, the official publication of the
Hillsborough County Medical Association
606 S. Boulevard, Tampa, FL 33606
813/253-0471 ~ 813/253-3737 fax ~ www.HCMA.net

PRODUCTION REQUIREMENTS

Half Tones: 133 line screen
Page size: 8 1/2" x 11"
Trim size: 7 1/2" x 9 3/4"
Bleed size: 8 3/4" x 11 1/4"

Paper stock: 70# white offset gloss enamel
Binding: Saddle (wire) stitched
Negatives: Right Reading, Emulsion side down

Electronically Sent Ads: Formats accepted for all advertisements sent electronically are: "tif" and "pdf." "Pdf" files must include the original file with program, must be B&W (unless contracted for a color ad), and must have the fonts embedded in the file. "Jpg" files are accepted but will need to be reformatted. All costs to reformat ads from the above specifications will be passed on to the advertiser. Advertisements should be emailed to Elke Lubin, Managing Editor, at: ELubin@hcma.net.

Production Charges: All layout and typesetting production and service charges are billed in addition to space rate at discretion of publisher. Assistance is available and quoted upon request. **The Bulletin** staff is not responsible for advertising materials left over six months.

Deadlines/Cancellations: Deadlines for submission of **CAMERA-READY** and electronically mailed advertising is the twenty-fifth of the month prior to the lead publication month (Ex. April 25th for the May/June issue). Deadline for noncamera-ready art is one week before camera-ready deadline. Advertisers may terminate this contract by WRITTEN NOTICE 10 days prior to the advertising deadline. Cancellation of any portion of the contract voids rate and position protection.

Shipping Instructions: Mail all correspondence, contracts, insertion orders, and materials to: **The Bulletin**, Hillsborough County Medical Association, 606 S. Boulevard, Tampa, Florida 33606; 813/253-0471, (fax) 813/253-3737, ELubin@hcma.net.

Payment: Make checks payable to: **The Bulletin**. Credit cards are not accepted.

Full page

7 1/2" w X 9 3/4" d

Two-thirds page

4 13/16" w X 9 3/4" d

Half page horizontal

7 1/2" w X 4 13/16" d

One-third page column

2 5/16" w X 9 3/4" d

One-third page square

4 13/16" w X 4 13/16" d

Quarter page

3 1/2" w X 4 3/4" d

One-sixth page

2 5/16" w X 4 13/16" d

w = width d = depth (height)

(August 2014)